



Unifying Healthcare Identity:

Solving the Data Crisis Impacting Patient and Member Experiences



Experience is the new currency.
Identity backs it.

Executive Summary

The healthcare industry is drowning in data but starving for insight. Despite massive investments in digital infrastructure, from EHRs and CRMs to enterprise data platforms, organizations still struggle to answer the simplest yet most critical question: *Do we know who this patient or member is—with all their data, history, and details—across all our systems?*

The financial and legal consequences of identity errors in healthcare are staggering:

- Healthcare organizations spend an average of \$1.3 million annually resolving identity-related issues, such as correcting mismatched charts, reworking records, and reprocessing claims. Each week, they spend 109 hours and more than \$1M annually resolving patient identify issues.¹
- Repeated medical care due to duplicate records costs an average of \$1,950 per inpatient stay and \$1,700 per emergency department visit. Worse, 35% of all denied claims stem from inaccurate patient identification—costing the average hospital \$2.5 million annually, and the U.S. healthcare system over \$6.7 billion each year.²
- Beyond financial losses, misidentification leads to patient safety risks, compliance failures, and regulatory exposure. HIPAA violations tied to identity errors can result in steep fines, OCR audits, and reputational damage.

**Identity Intelligence is
not just about knowing
who someone is.**

**It's about understanding who
they are, what their history
is, what matters to them,
and how to act on it securely,
accurately, and at scale.**

In an experience-driven healthcare economy, accuracy, efficiency, and trust hinge on identity, and identity intelligence is the strategic foundation for transforming care, revenue, and compliance.

Verato, the identity intelligence experts, commissioned an independent research firm to survey healthcare providers and other non-provider healthcare organizations to better understand the identity issues facing the healthcare industry. The results offer a holistic view of the challenges across the care continuum and reveal both common struggles and unique perspectives in how each is managing patient and member identity and data-related transformation.

The findings are clear: most healthcare leaders recognize the strategic importance of identity data, yet few feel confident in their ability to consistently deliver personalized, connected experiences.

This research report examines why identity intelligence, defined as the ability to unify, enrich, and govern data across systems and interactions, is foundational to achieving digital transformation, driving operational efficiency, and earning patient and member trust.

Key Findings: Healthcare Providers

Healthcare providers face mounting pressure to modernize patient experiences and streamline operations. Yet most are constrained by fragmented identity data across clinical, financial, and operational systems. The survey found:

79%

of leaders say unifying patient data across systems is a major challenge for their organization.

73%

of leaders agree that inconsistent patient identity data is a barrier to their organization's ability to deliver personalized care.

69%

of leaders say data fragmentation hinders patient engagement efforts, especially across digital front doors and outreach tools.

Providers understand what is needed: a consistent, complete view of their patients. They struggle, however, to capture it in a manner that is actionable. As a result, many healthcare providers operate without the ability to confidently identify unique patients.

The consequences for providers are significant. Fragmented identity data leads to redundant patient outreach, gaps in care, and operational inefficiencies such as duplicate records and wasted administrative effort. Without identity intelligence, even the most sophisticated tools, such as AI models and predictive analytics engines, fail to deliver the insights healthcare providers need.

Establishing a unified, accurate, and trusted view of identity across all systems is no longer optional.

It is the foundation for delivering connected, personalized experiences that today's healthcare consumers have come to expect, as well as the operational efficiencies they urgently need to thrive.

Key Findings: Non-provider healthcare organizations

Payers and other non-provider healthcare organizations are also grappling with the demands of today's experience economy, where patients and members expect personalized, secure, and responsive interactions. But like provider organizations, they are held back by siloed, inconsistent identity data.

The responses amongst individuals working for non-provider healthcare organizations revealed that:



82% of leaders say they lack real-time identity data across platforms.



76% of leaders struggle with fragmented provider and patient/member data, impeding value-based care.



71% identify data quality issues as a key risk for compliance and patient/member satisfaction.

In today's competitive market, delivering a seamless journey is essential, but nearly impossible without true identity intelligence. Non-provider organizations must move beyond patchwork solutions and invest in strategies and systems that unify identity data, ensure accuracy, and deliver actionable insights across care coordination, marketing, and compliance functions.



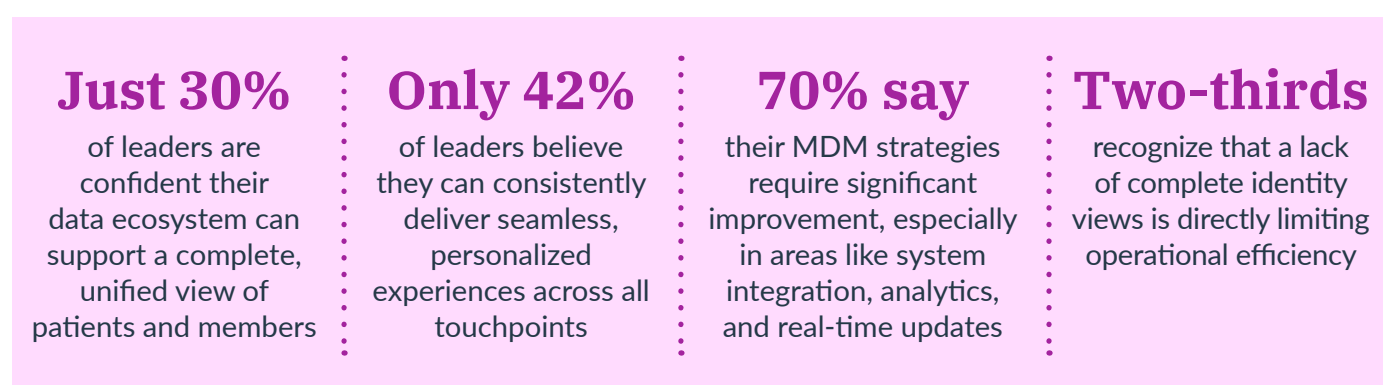
Having an identity solution is only the first step. Trusted, unified data depends on how mature your identity management really is. [The Verato Identity Intelligence Maturity Model](#) helps you understand the strengths and gaps in your current approach.

Secure, governed identity data also underpins digital transformation initiatives, from frictionless onboarding to AI-powered analytics, while reducing fraud risk and operational drag. By enabling every team to work from the same, trusted data foundation, organizations can deliver better health outcomes, higher customer satisfaction, and more efficient operations.

Master Data Management: A Strategic Response to the Identity Crisis

To address these challenges, many healthcare organizations are turning to modern Master Data Management (MDM) solutions. MDM systems work by centralizing and reconciling identity data from across the enterprise, resolving discrepancies, and continuously updating records to reflect the most accurate and current information. They connect disparate systems, enrich data with additional context, and ensure consistency wherever patient or member identity information is accessed or applied.

But while healthcare leaders recognize the importance of mastering identity data, few feel equipped to act on it. The survey reveals a troubling disconnect between strategic intent and operational capability:



The consequences go beyond IT.

Fragmented identity data continues to be a critical barrier to patient care:



These challenges are not unique to healthcare. Across other highly regulated industries such as financial services and the public sector, leaders are confronting similar barriers and consequences. In fact, just 21% of surveyed leaders across these two industries say they're confident in their ability to deliver consistent, personalized experiences today. [Nearly 60% report](#) losing customers, patients, or constituents due to disconnected or frustrating interactions.

What's different in healthcare is the direct tie to patient outcomes, regulatory performance, and reimbursement. The stakes are higher, and so is the urgency for change.

The Opportunity to Get Identity Intelligence Right

Despite these challenges, there's a clear recognition of the opportunity:

94% of leaders believe that gaining a comprehensive view of the patient/member is key to maintaining competitive advantage.

98% of leaders agree that connecting organizational tools with accurate identity information is essential to delivering exceptional experiences.

More than **70%** view MDM solutions as valuable or very valuable assets for achieving strategic goals.

This gap in capability is underscored by the fact that 1 out of 3 healthcare leaders report being unprepared for the future demands of digital health innovation and seamless patient journeys, a troubling sign as expectations for real-time, connected care continue to rise.

Healthcare organizations are signaling a shift in priorities. Nearly half report plans to invest in MDM, with quick integration, data enrichment, and unified patient views emerging as the top capabilities they seek.



Closing the Identity Gap

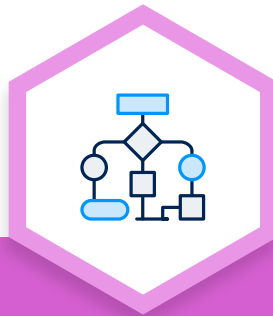
A Strategic Imperative for Healthcare Organizations

Fragmented identity data remains one of healthcare's most stubborn and costly challenges. It compromises care, frustrates patients and members, inflates costs, and stifles innovation. But it also represents one of the greatest opportunities for transformation.

From the research, we see that most healthcare leaders understand what's required:



A unified view of identity across systems, partners, and touchpoints



Accurate, enriched data embedded in every workflow



Trusted insights driving analytics, AI, and engagement



Operational efficiency through streamlined data governance

But knowing isn't the problem.

Operationalizing is.

Despite strong alignment on these priorities, many organizations remain stalled, held back by outdated systems and rigid approaches that can't support today's demands for real-time engagement, personalized care, and enterprise-wide insight.

Turning Strategy into Results with the Right MDM Approach

Many traditional MDM efforts have failed to deliver on the opportunity, not because the vision was flawed, but because the systems they operate in today weren't built to support it. Static rule sets, disconnected systems, and manual processes have made it difficult to keep identity data accurate, timely, and accessible across the enterprise.

A modern MDM strategy breaks through these barriers. It emphasizes:



Real-time synchronization of trusted identity data across every system



Enrichment that adds context and depth to support smarter decisions



Seamless integration with both legacy and cloud-based platforms

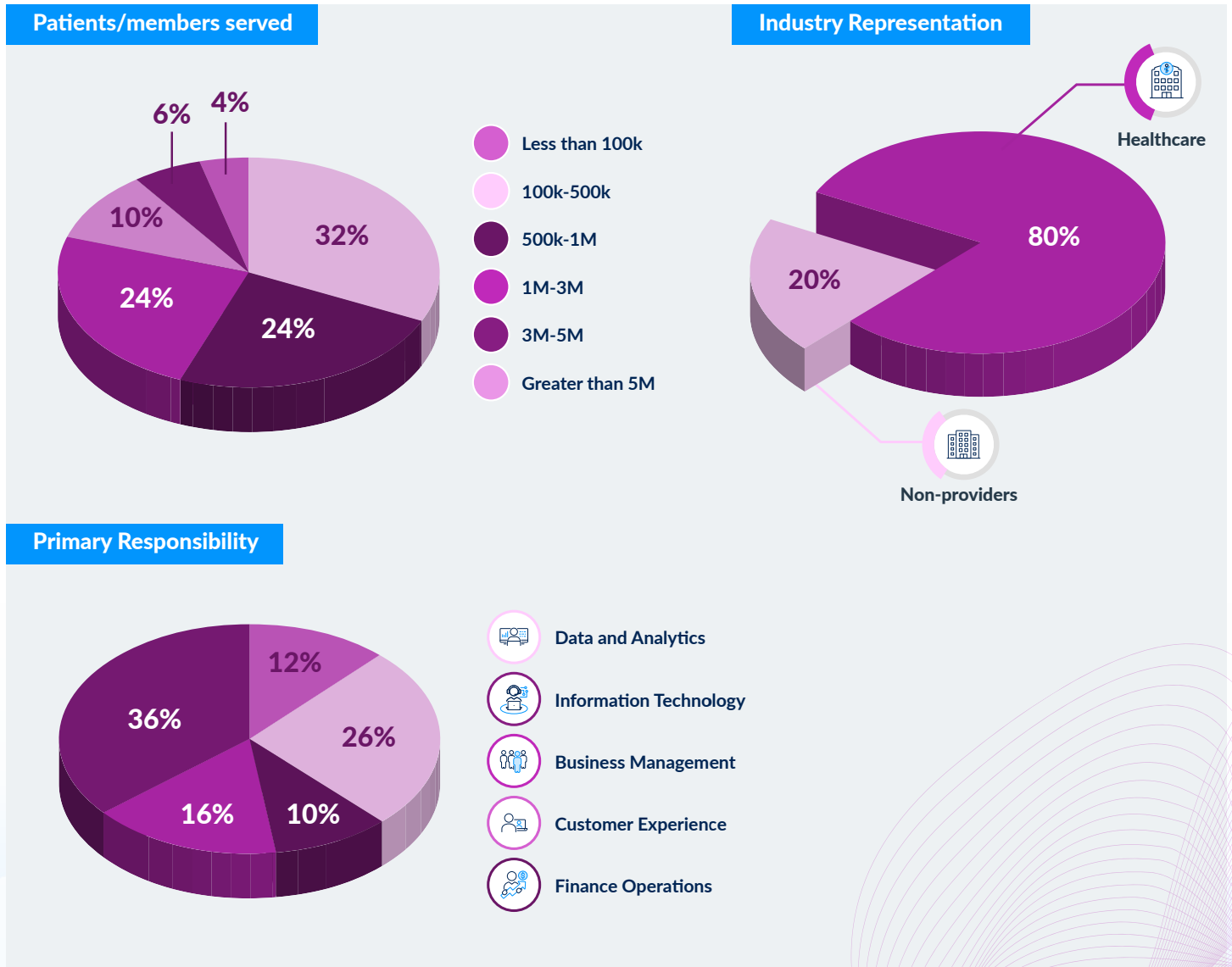


Scalable governance that supports both compliance and innovation

In short, modern MDM solutions enable healthcare leaders and the organizations they serve to put identity intelligence strategies into motion and realize the full potential of the digital transformation investments they've already made.

Survey Methodology

The two-phase proprietary market research employed a mixed-mode approach, combining quantitative web-based surveys with qualitative in-depth telephone interviews conducted among hundreds of senior IT, data, and experience leaders who oversee or have insight into the data management strategies for their operations. The study was conducted in the spring of 2025.



Sources

¹ HIMSS, Report: Healthcare Organizations Average 109 Hours Each Week and Over \$1 Million Annually Resolving Patient Identity Issues

² Black Book Research, Improving the Patient Identification Process and Interoperability to decrease Patient Record Error Rates



Verato® enables digital engagement, clinical interoperability, cloud transformation, and provider data integrity by solving the problem that drives everything else — Knowing Who Is Who™. The Verato hMDM™ platform, the industry's first purpose-built healthcare master data management solution, enables a complete and trusted 360-degree view of patients, consumers, members, providers, and communities. Over 90 of the most respected brands in healthcare rely on Verato to connect, identify, enrich, manage, and activate person and provider data across the complex digital health ecosystem with unprecedented accuracy, ease, and time-to-value. With a secure enterprise-wide single source of truth for identity, Verato ensures that you get identity right from the start. For more information, visit verato.com.